

Medium as Drug, Drug as Medium:



Pediatric Bipolar & the Media of Madness

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Atypical **Childhoods**



GENERATION **Rx**

A FILM BY KEVIN P. MILLER



Zyprexa Olanzapine **Risperdal** Risperidone **Seroquel**
Quetiapine **Abilify** Aripiprazole **Geodon** Ziprasidone

Evidence Based Child Abuse

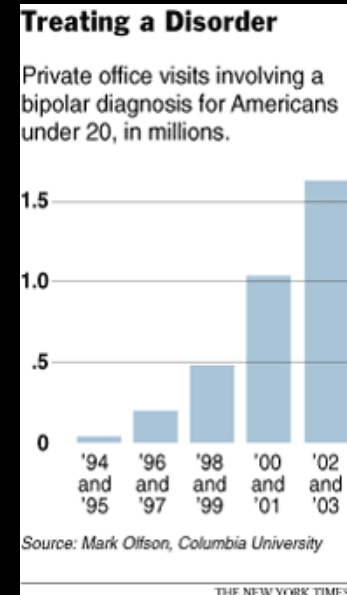
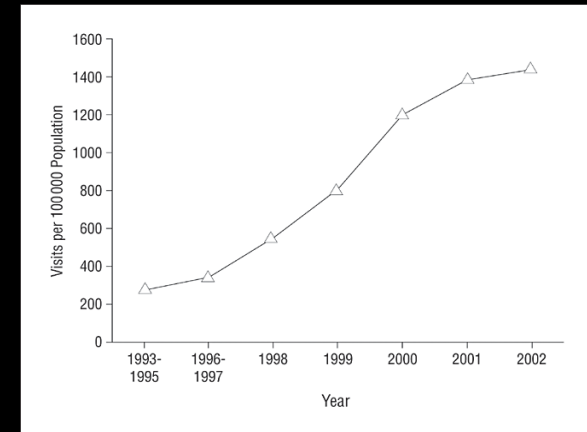
1993-2002 ...

...Child Bipolar Diagnosis up 4,000%

... 9.2% of mental health visits & 18.3%
of psychiatrist visits → Antipsychotics

... \$100+ Billion in Antipsychotic Sales

disruptive behavior disorders developmental
disorders mental retardation mood disorders
autism psychotic disorders depression



What's changed?

- Children's behavior or
our judgment of their behavior?

How can we study this question?

- Scientifically?
- Which science?

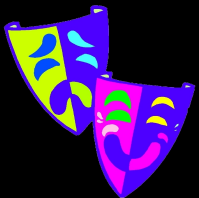
Facts and Values?

- Medical Models, Biopower,
Diagnostic Gazes and Frames

Media and Madness

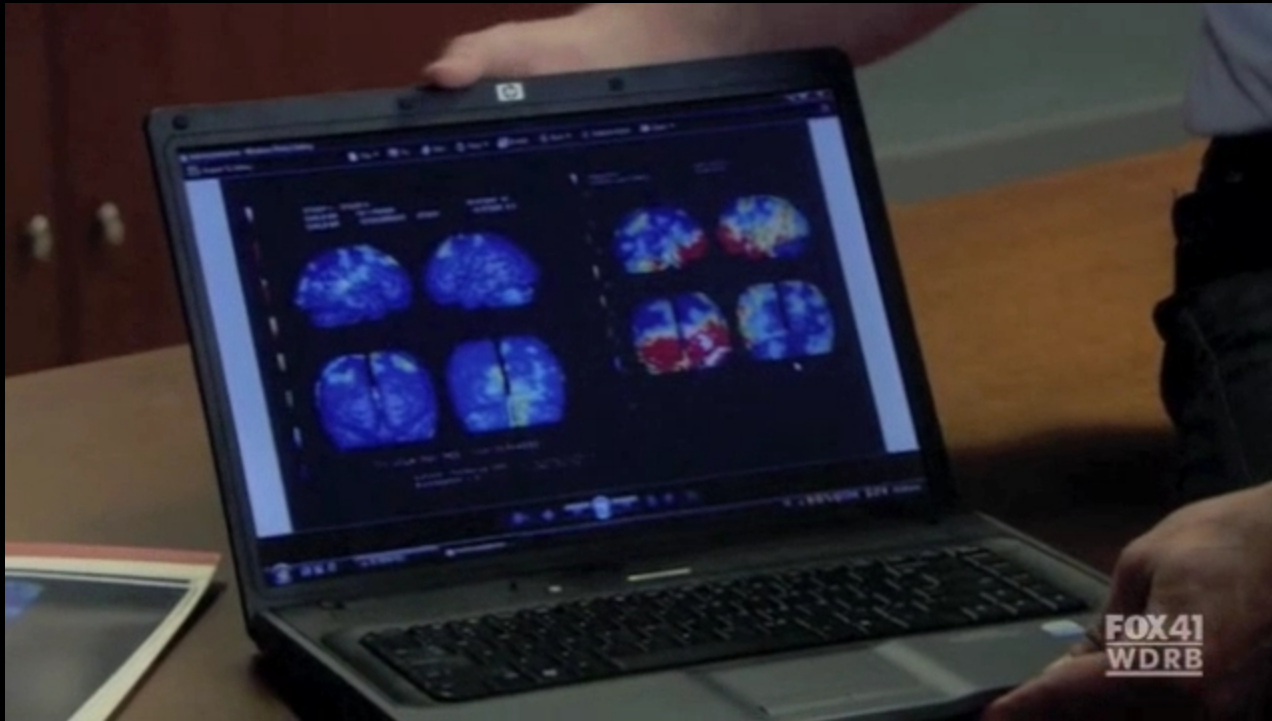
What does Madness Studies have to do w/ Media and Communications?

- Representations of madness in advertising, popular culture, and the press
- The dynamics of the public controversy
- The politics of memory and surveillance
- The phenomenology of media revolutions
- The mediation of experience



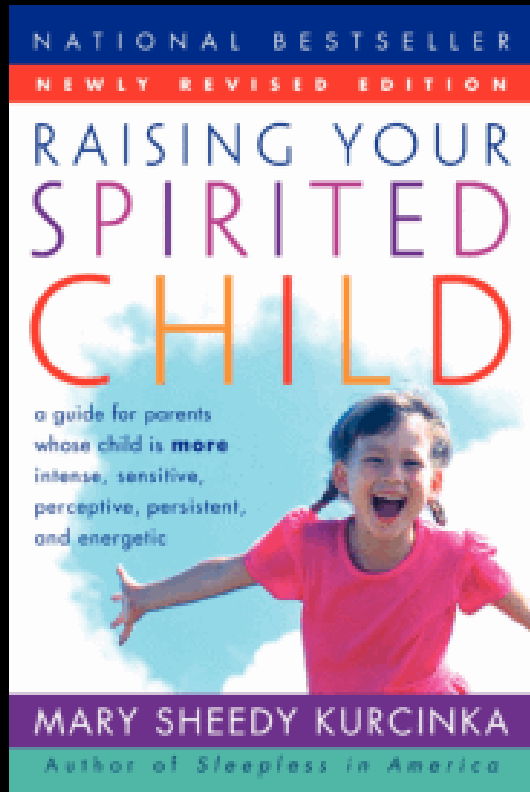
Mad **Representations**

MENTAL:



[illegible]

Mad Labels



Spirited
High Standards
Flexible
Enthusiastic
Opinionated
Assertive
Curious
Energetic
Charismatic
Compelling
Cautious
Dramatic
Selective
Perceptive

Explosive
Demanding
Unpredictable
Loud
Argumentative
Stubborn
Nosy
Wild
Manipulative
Impatient
Anxious
Explosive
Picky
Distractable

Mad Predictions

prodrome /pro·drome/ (pro´drōm)

a premonitory symptom; a symptom indicating the onset of a disease

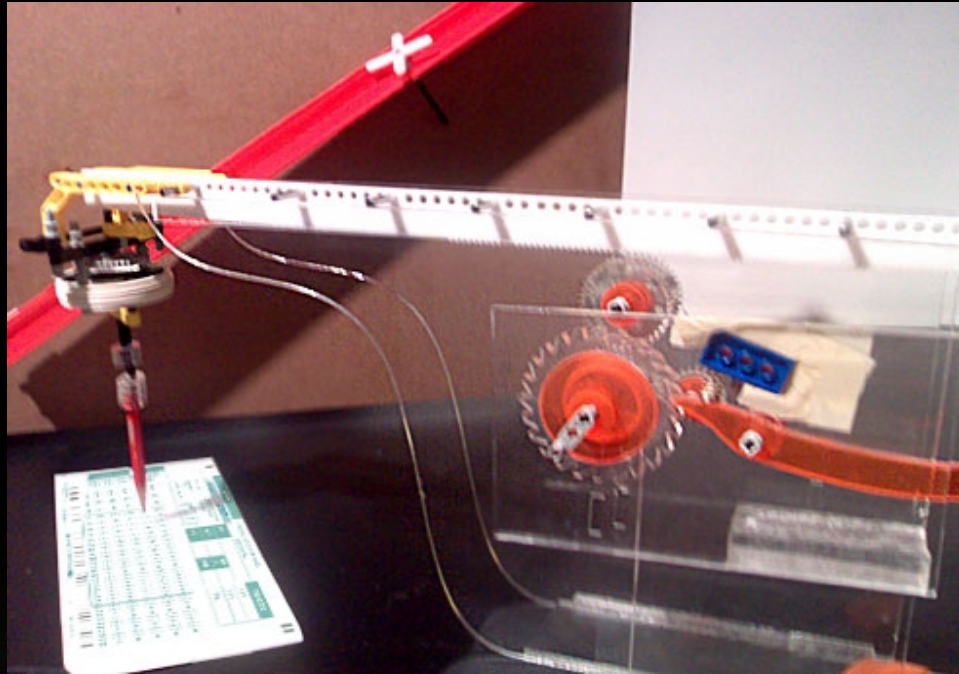


- Orwellian Diagnoses
- Diagnostic Media
- Ready-made Ontologies
- Electronic Health Records

Mad **Revolutions**



Mad Pressures



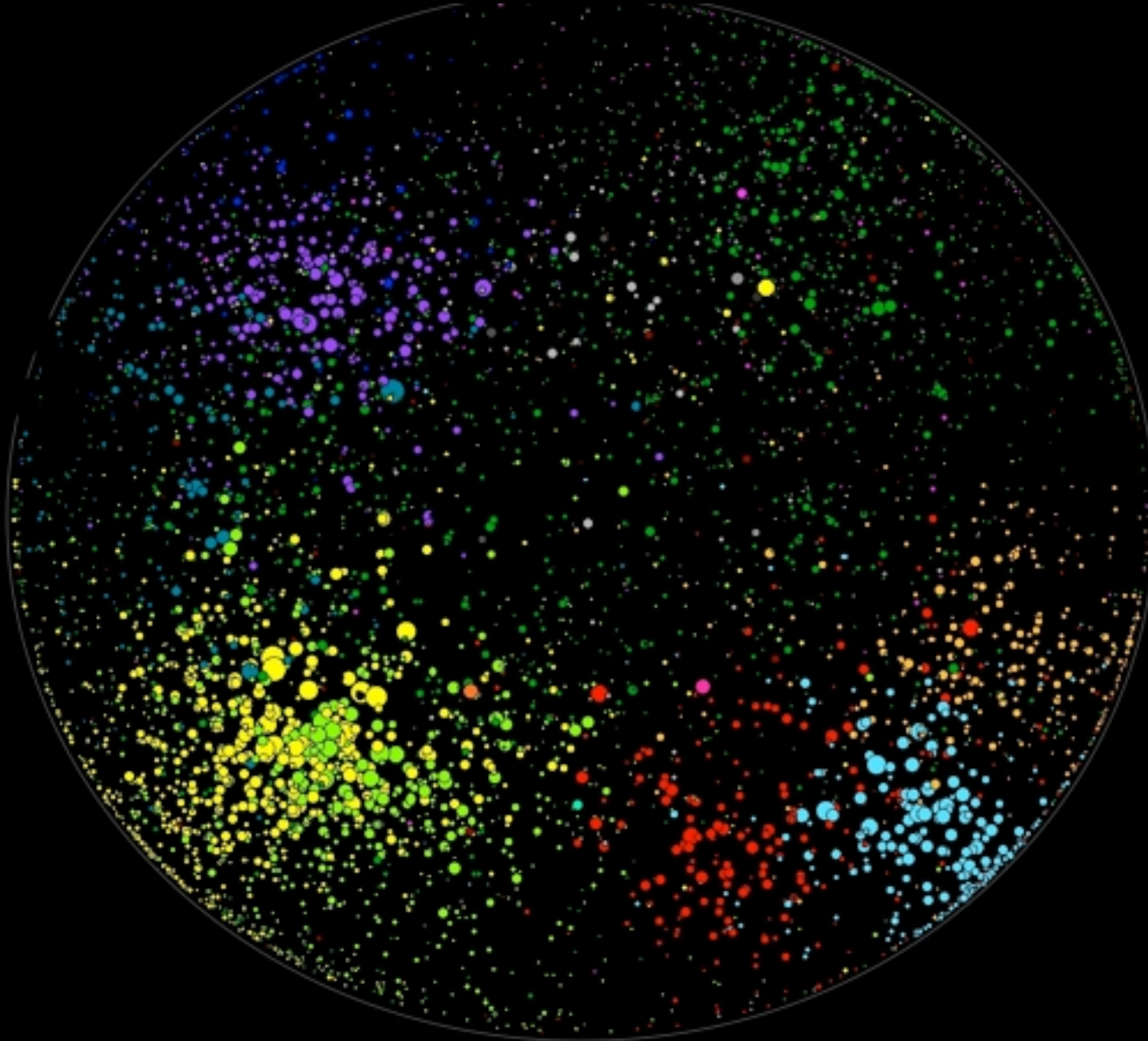
Mad Equations

How are these dynamics being mediated?

- + Stress
 - + Boredom
 - Art/Music/Recess
 - Nutrition
 - Nature
 - Sleep
 - Emotional awareness
-

= Collapsing Educational System

Mapping Controversies



Questions

- What methods are best suited to studying these phenomena?
- What might we learn by simply mapping these controversies?
- How can we expand the debate to include voices beyond psychiatry?
- How can we avoid raising an entire generation on psych drugs?

Thank You!

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